

SUMMER 2008

# *Servire*

The Magazine of the East Carolina Alumni Association



**Sandy Mims Rowe '70:  
southern belle at heart,  
Pulitzer Prize-winning  
editor by trade**



## SERVICE

Spring is prom season at most high schools and this year was no different for the special populations community of Pitt County. The ECU Ambassadors, with the help of campus and community support, planned the first Special Populations Prom on April 19 at the Boys & Girls Club. More than 100 honored guests came out for "A Night with the Stars."



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Rowe found her "voice" while a student at East Carolina. She has been using it to tell other's stories ever since.



Sandy Rowe '70

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#### **ON THE COVER**

Sandra Mims Rowe '70 now calls Portland home. As Editor of *The Oregonian*, she takes pride in producing one of our country's top-10 daily newspapers.



#### **Welcome to *Servire*, the magazine of the East Carolina Alumni Association**

*Servire* takes a closer look at the accomplishments of our alumni, bringing you engaging feature articles highlighting their success. Stay up-to-date on news from ECU's colleges and schools, the Career Center, upcoming alumni events, and ways you can stay connected with your alma mater.

What's new? This phrase is often used when friends greet each other after a considerable absence, and although readers of *Serve* are among the most active and involved Pirates, I thought I would write about what's new at your Alumni Association.

Our inaugural 5K road race and 1 mile fun run, presented by Blue Cross and Blue Shield of North Carolina, was met with great enthusiasm and participation from sponsors and runners alike, with 175 runners and five sponsors who



supported this ECU scholarship fundraiser. The USATF certified course took runners down historic Fifth Street, adjacent to East Carolina's beautiful campus. Awards were given to the top three runners overall, and the top three runners in each of six age categories. More than \$6,000 was raised for Alumni Association Scholarships.

Designed to give ECU authors a chance to share their published works with fellow alumni and friends, Published Pirates gives readers a rare opportunity to meet and talk with authors from various genres. In March, Candace McKenzie '92, also known as *The Dating Dabbling* and author of

*Be A Dating Dabbling*, was the first Published Pirate featured. She delighted guests with lighthearted stories of dating blunders and sound advice for finding love in today's dating world.

In partnership with individual alumni, the Alumni Association has introduced a new program, Industry Inside-Out, which gives a behind-the-scenes look at various businesses, non-profits, and corporations. The first of these programs was held in February at The Ron Clark Academy in Atlanta, GA, where more than 40 alumni learned about Clark's '94 acclaimed teaching style and how his academy is making a difference in the lives of young people.

The Alumni Association is proud to sponsor one of the university's most recognized and respected student organizations, the ECU Ambassadors. Similar to the Alumni Association's mission to inform, involve, and serve, the ECU Ambassadors volunteer their time and enthusiasm in service to ECU and the surrounding community. There was no better example of this commitment than hosting Pitt County's first Special Populations Prom for members of our community with developmental disabilities. I am so proud of these students and their dedication to service.

If you are not moving forward, you are surely falling behind. These new programs coupled with traditional events like Homecoming and Tailgates have allowed us to keep enhancing our services for you—the Pirate Nation. Please let me know if you have program or service recommendations so we can better serve you. My e-mail address is [Paul.Clifford@PirateAlumni.com](mailto:Paul.Clifford@PirateAlumni.com).

### GO PIRATES!

Paul J. Clifford  
President & CEO  
East Carolina Alumni Association



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## A PIRATE'S LIFE FOR ME!

*A Pirate's Life for Me!* highlights the success and accomplishments of East Carolina's many alumni. Join us every Saturday morning at 10:00 a.m. in eastern North Carolina on Pirate Radio 1250 & 930 AM or across the Pirate Nation at [www.PirateRadio1250.com](http://www.PirateRadio1250.com).

If you've missed a show, the Alumni Association archives every episode of *A Pirate's Life for Me!* on our web site, [PirateAlumni.com](http://PirateAlumni.com). We'll be off during the summer, but stay tuned for brand new interviews in the fall. Keep reading to find out more about our recent interviews:



**Raymie Styons '84, NCAA  
Basketball Official**

Q: "Tell us what it's like when you are down there on the court in the middle of all the action—how do you prepare for that?"

A: "Well, it all comes from your sports background. I tell this to groups that I speak to, the guys that I work with that are better referees are the people that manage the game—the guys that have played sports in some

variation, whether it was basketball, or football, or baseball—the ones who know what it means to compete. As for the crowd, well, you just get used to it. The crowd doesn't bother me anymore, whether it's 3,000 people or 20,000 people. [As a referee] it's all about doing what is best for the kids and controlling the benches."

**Cassandra Bell '93, fiction author,  
WITN News anchor, and member of  
ECU's 100 Incredible Women**

Q: Talk about your books and some of the themes that you explore.

A: "I explore anything that women deal with in the course of our day-to-day lives—things that I know about personally, raising children, having a career, being a wife. I just bring those things in. I know it sounds simple, but I listen a lot...to the things women talk about and the things that are going on in our lives, troubles women face. I hope my readers laugh and cry, and when they're done with the book they take away something that they can use in their own lives. Even though it's fiction, things that I make up, I bring in real life issues, like breast cancer—and hopefully it will bring some kind of change to the reader."



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## CAREER CORNER

*A service  
of the ECU  
Career Center*

### FIVE REASONS TO BECOME A CAREER MENTOR

The Career Center invites you to become a part of its growing network of alumni who serve as mentors to current East Carolina University students and recent graduates! The Pirate Alumni Network (PAN), is composed of alumni who are available to provide guidance and support to current students and new graduates making the transition from school to work, or to assist other alumni who are changing careers or relocating to a new area. PAN members serve as a sounding board, offer tips, information, and advice about local job markets for careers in a particular occupational field. Your expertise is needed and will be an invaluable resource to others.

For additional information and to sign up as a mentor in the Pirate Alumni network, visit:  
<http://www.ecu.edu/e3careers/foralumni.alumninetwork.asp>

The Career Center also offers a variety of professional services to ECU students and alumni including but not limited to career fairs, one-on-one career coaching, training on resume writing, professional correspondence, interviewing, and etiquette. Alumni are invited to take advantage of these services by visiting [www.ecu.edu/career](http://www.ecu.edu/career) or by calling 1-800-391-0506 or 252-328-6050 to schedule a face-to-face or phone meeting. The office may also be contacted via e-mail at [career@ecu.edu](mailto:career@ecu.edu).

#### Reasons you should become a Career Mentor:

**A chance to be a hero** ~ think about the mentors you have had—become a 'hero' of sorts to someone else while making new friends and having fun!

**A small time commitment** ~ participation in PAN will not require a lot of time. Participants are responsible for initiating contact with the mentors and will often do so via phone or e-mail.

**A chance to grow** ~ helping others always brings a sense of personal satisfaction while also giving you a chance to learn something new about yourself!

**A chance to share** ~ being a mentor will give you an opportunity to share your passion and wisdom while helping someone else follow their dreams!

**A chance to give back** ~ the Pirate Alumni Network allows Pirates across the nation to network while also providing an avenue for mentors to give back in the spirit of service.

## Did you know that ECU alumni could save up to \$327.96 or more a year on auto insurance?



You may already know that East Carolina University alumni like you can get a special group discount on auto insurance through Liberty Mutual's Group Savings Plus® program\*. But did you know that Liberty Mutual offers many other discounts on both auto and home insurance? In fact, you could save up to \$327.96 or more a year on auto insurance alone.\*\* And you could save even more by insuring your home as well. To learn more about all the valuable savings and benefits available from a Liberty Mutual auto or home policy, contact us today.

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**Find out just how much more today.**

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\*Discounts and credits are available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. \*\*Figure based on a March 2007 sample of auto policyholder savings when comparing their former premium with those of Liberty Mutual's group auto and home program. Individual premiums and savings will vary. Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. A consumer report from a consumer reporting agency and/or a motor vehicle report, on all drivers listed on your policy, may be obtained where state laws and regulations allow. ©2007 Liberty Mutual Insurance Company. All Rights Reserved.



# At your service:

**Travis  
Peterson '00  
makes the  
most out of  
serving others**

Entering East Carolina as a freshman in the fall of 1996 was a bit of a culture shock for Travis Peterson, who grew up in the small town of Jackson, NC. Captivated by the diversity of ECU's people and curriculum, Peterson quickly immersed himself in college life and broadening his horizons. Only the third in his family to attend college, Peterson now truly understands the value of education. "I always thought that I would go to college then come back home and work in Jackson—

but because of ECU I ended up moving to Florida, then Washington, D.C., and now Atlanta. My ECU experience completely changed my life."

Originally focused on the sciences, it was through working with ARAMARK that Peterson discovered the hospitality management program. "When I first told my parents that I was going to major in hospitality management my mom's reaction was, 'What? You're going to work at McDonald's?' They were hoping that I was going to be a doctor, but once I explained that hospitality management was much more than food service and working the front desk at a hotel, they were very supportive."

About a year before graduation Peterson learned about a corporate manager's training program geared toward minorities offered through Hyatt Hotels & Resorts. Through a little luck and a lot of determination he was offered a spot in the program upon graduation. "The best part about the program is that you can choose where you want to go in the U.S.—any destination and that's where Hyatt will send you. I chose Florida and was placed at the Grand Hyatt in Tampa. I was there for seven months and 9-11 hit. Unfortunately, the program sort of diminished. I was one of the lucky few to be offered a position and stayed on."

Thanks to his ECU degree Peterson started as an assistant manager for convention services. His attention to detail and ease with customers got him noticed by upper management. Peterson was quickly offered an opportunity to explore the sales and marketing side of Hyatt. A week into the experience and he was hooked. Much like the diversity at ECU, Peterson thrived on the diversity of customers and their needs. He continued to rise in the ranks of the hotel and was even nominated for Sales Manager of the Year in 2006, one of 11 nominees out of more than 600 sales managers. After a four-year stint in Washington, D.C.

Peterson was promoted to senior sales manager for the Hyatt Regency in Atlanta, where he currently works with conferences for religious and multicultural groups. "It's interesting here in Atlanta because we're usually competing with other hotels in Orlando, Dallas, New York, and Chicago—places in the eastern part of the country. So in order to convince groups like the NAACP, Asian-American Diversity Council, or a religious organization to hold their conference at our hotel I also have to sell them on the city of Atlanta. I work very closely with the Atlanta Convention and Visitors Bureau to showcase the city and show our potential customers what we have to offer, both here at the hotel and in Atlanta as well."

Peterson loves his job and values the people that he encounters, "It's always a new transaction, a different group, a new personality—the customer always changes and has different needs, so it keeps me driven." His advice for anyone pursuing a career in

*"I'm just a guy  
from Jackson, NC  
who didn't know  
if he was even  
going to be able to  
afford college."*

hospitality is to "keep an open mind about the business—there is so much more than just the front desk, housekeeping, or being a manager at a restaurant. Be proactive in researching the opportunities your company has to offer and vigorously go after what you want. I'm so proud to be able to share my accomplishments with my family and tell them about the amazing people that I encounter—I've met Bill Gates, I've met Oprah—and I'm just a guy from Jackson, NC who didn't

know if he was even going to be able to afford college."

Peterson's goal is to become a national sales manager for Hyatt, something that he hopes to accomplish in the next five years. He credits ECU for opening his eyes to the hospitality industry and developing his passion for people and diversity—a perfect compliment to serving others.

# A Pirate Remembers...

## William “Bill” H. Rowland '53



When we start our life after college we often don't know where the road will take us. For William “Bill” H. Rowland '53, collecting more than 7,500 civil war relics and co-authoring two books about the American Civil War is a long way from working with dental prosthetics and synthetic textiles.

Originally from Willow Springs, NC, Rowland attended Needham Broughton High School in Raleigh. World War II was in full swing during these years and like many other boys his age, he decided to answer the call of “Uncle Sam” and enlisted in the Navy in 1945. After boot camp in Norfolk, VA, Rowland served as a hospital corpsman, helping nurses and doctors with wounded soldiers. Although Rowland was never deployed to serve on the front lines, he witnessed first-hand the trauma of war as he cared for amputees at the Naval Hospital in Philadelphia. “It was really a difficult time for these young men. There were 17

and 18-year-old boys who came back and had lost an arm or a leg and had to learn to live without a limb.” Another of Rowland's assignments took him to the National Naval Medical Center in Bethesda, MD where he worked with dental prosthetics and studied the affects of radiation on temporomandibular joints of animals from Bikini Atoll—site of numerous nuclear weapons and atomic bomb testings. His final assignment was in Quantico, VA where he was able to complete his high school degree.

Once Rowland's naval service was complete he headed back home to North Carolina. Many of the other veterans he knew planned to attend college through the GI Bill.

Rowland decided to do the same and headed for East Carolina Teacher's College in the fall of 1950. He brought with him one bag and his sense of adventure. Rowland didn't know a soul when he stepped foot on the ECTC campus, and didn't know much about being a college student either. A vivid memory of Rowland's first day at ECTC was seeing a senior student sitting on the steps of the cafeteria complex, so proud of his status. “I thought to myself that I wanted to be where that boy was. I want to sit on that step when I'm a senior and smile at the students. That memory was a driving force for me to finish school.”

Always up for a challenge, when Rowland registered for classes he asked which major was the hardest course of study. He was pleased to hear that pre-dentistry was one of the majors offered and enrolled in his first courses. For a young man who had dropped out of high school, organic chemistry and inorganic chemistry didn't deter Rowland, “I

found college to be a test, a test of ‘can you keep up’ and I was pleased that these courses came naturally to me.”

It wasn't long after Rowland enrolled that he began living the university's motto, *Servire*,

to serve. Rowland's first 8:00 a.m. class in the fall of 1950 was with Dr. Richard Todd for U.S. History. (This class incidentally was also the first that Todd taught at ECTC.) On the third day of Todd's class, Rowland did something exceptional. Todd's beloved wife, Sweetheart, was at Pitt County Memorial Hospital and was in desperate need of blood. Upon hearing this news from his professor, Rowland pointed to two

other veterans in the class and said, “let's go.” They went to the hospital and donated life-saving blood for Sweetheart. Rowland found out years later that this act of kindness inspired Todd to stay on at ECTC although his original intent was to teach in Greenville for only a few years. Todd retired from ECU in 1977.

Rowland and Todd built a strong friendship over the years. When Rowland began helping with the excavation of the CSS Neuse Civil War ironclad gunboat, Todd invited him, on several occasions, to speak to his history classes. But Rowland didn't graduate from East Carolina College with the intention of becoming an historian; this part of his life unfolded a bit later.

ECTC was a wonderful place for Rowland, who loved meeting new people, going to classes, and studying with friends in the library after dinner. “We were all friends. We all helped each other. It was just like a big family.” Although Rowland was a stellar student, like many young men he participated in a few shenanigans while in school, too. He recalled a story about a tumbling cinderblock



*Dorothy and Bill Rowland pose for a photo with Rowland's teacher and friend, Dr. Richard Todd, in 1984.*



in a cement mixer in front of the new gym on 10th Street, selling insects in cigar boxes to fellow classmates to raise enough money to purchase his class ring, and a great horned owl in the infirmary freezer—the reason for his nickname, “Hoot.” Rowland loved being in school and wasn’t too keen on leaving. The GI Bill allowed Rowland to attend school year round, finishing both pre-dentistry and pre-medicine early. He still had funds available so he continued taking courses in order to be certified as a teacher. After completing the student teaching requirement in December of 1953, Rowland taught biology, chemistry, and physical science in Benson, NC. Finally, in the spring of 1954 Rowland was able to sit on that step at the cafeteria complex and smile to all the passing students because he was graduating. He was presented his degree from then North Carolina Governor William B. Umstead.

After graduation Rowland visited the University of North Carolina at Chapel Hill to inquire about dental school, but was unable to come up with the funds to enroll. He didn’t mind this, as he wasn’t exactly sure what he wanted to do with his life. So instead of dental school Rowland worked for the newly opened DuPont laboratories in Kinston, NC in the research and development department as a member of the technical support group. He assisted research chemists with experimentations on polymers, alternative Dacron® fibers, and continuous filament polyester fibers. Within a year he was promoted to liaison to North Carolina State University’s College of Textiles, a position he held for many years. During this time he assisted with the textile components of the first man-made aorta, which led him to work with other medical devices and patient products. (His pre-medicine and pre-dentistry degrees paid off!) He also tested materials made at the plant before they became consumer goods as a textile engineer. Rowland retired from DuPont in 1987 only to be asked to come back his first day of retirement. He worked for an additional two years.

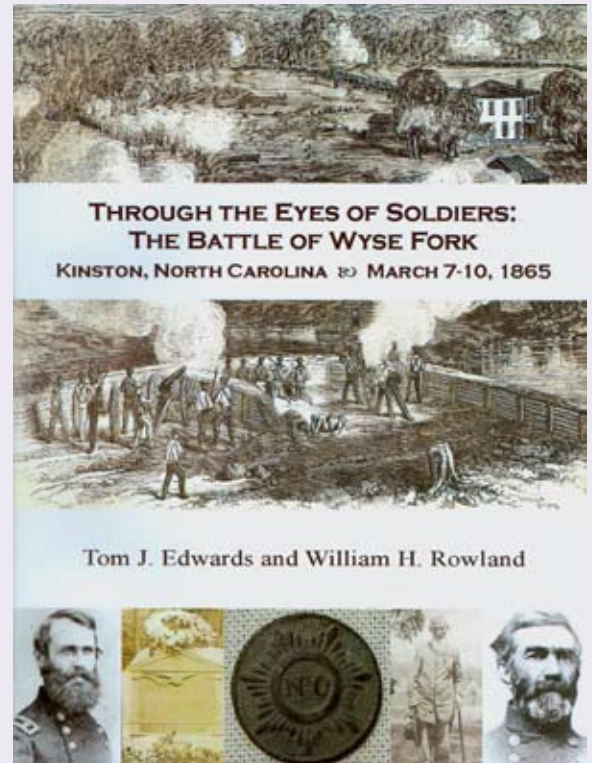
In 1954 five young boys from Kinston dug 16 Brooke Projectiles (ammunition intended for firing at enemy troops) out from the sediment within a Civil War ironclad gunboat that had sunk in the Neuse River, the CSS Neuse. The Kinston Free Press covered the boys’ finds, which aroused interest in excavating the relic. Upon reading the articles Rowland recognized the name as that of the same boat his ECTC friend from Kinston Lloyd “Pee-Wee” Whitfield had told him about years before. Rowland took an interest in the old gunboat and began making regular visits to the boat’s watery grave, “Gunboat Bend.” As excavation of the boat began in the early 1960s Rowland photographed and documented much of the activities. He was especially intrigued by what items might be found inside the wreckage, thus beginning his love for relic hunting.

The more Rowland found out about the CSS Neuse, the more he found out about one of the last major battles of the Civil War that took place in Kinston at Wyse Fork, the second largest land battle in North Carolina.



*Three relics from Rowland's donated collection: a 24 lb. reassembled case shot, a U.S. Naval Hotchkiss, and a 32 lb. chained cannonball.*

Located only a few miles from where the gunboat was sunk, Rowland spent years metal detecting between the two sights. All told he recovered more than 7,500 relics over a 10-year span.



The knowledge that Rowland gained through years of relic hunting and research of both the CSS Neuse and the Battle of Wyse Fork led him to co-author two books on the subjects: *CSS Neuse—A Question of Iron and Time*, and *Through the Eyes of Soldiers: The Battle of Wyse Fork*. Rowland’s commitment to service influenced his decision to donate all of his artifacts to North Carolina’s Department of Archives and History—Historic Sites Division. Upon completion of the CSS Neuse Gunboat & Civil War Museum in Kinston, all of Rowland’s relics will be on public display.

From his years in the Navy to donating thousands of artifacts for public enjoyment, Bill Rowland has spent much of his life serving others. He passed this sentiment on to his two children, Will Rowland and Dr. Candace Rowland Pate '93, and his three stepchildren, Brenda Winstead Dalrymple, Melinda Winstead Johnson, and Traci Winstead Behrendt '85. Rowland and his wife Dorothy also have eight grandchildren who keep them busy visiting and traveling. Rowland remembers ECTC fondly and credits the institution for teaching him how to learn—knowledge that has made his life’s road full of exciting adventures.

*“Passion—for work, for excellence, for creativity—is still the fuel that drives me... I have finally realized the true benefits of what I learned at ECU: Passion matters; bet on the believers. Things are not always what they seem; look beneath the surface. And accept and welcome change; the risk is worth taking.”*



## Sandy Mims Rowe *southern belle at heart, Pulitzer Prize*

She calls herself a “child of the South,” and living and working in Portland, Oregon for the past 15 years hasn’t taken the charm out of this southern belle from Virginia. Sandra “Sandy” Mims Rowe ’70 embodies what it means to be a southerner—a strong work ethic, compassion for others, and the ability to tell a great story. As Editor of Portland’s Pulitzer Prize winning *The Oregonian*, one of the top-10 daily newspapers in the country, Rowe injects her passionate spirit into the newsroom and the stories of the people of the west coast.

In 1966, when Rowe entered college, she found herself at East Carolina for two reasons: it was one of few schools in the southeast that admitted women and financially it fit her family’s budget. “Back then in Virginia, neither UVa nor Virginia Tech admitted women. Carolina had just started that year. This is extraordinary to me now, but back then it was just a fact of life and we accepted it. I wanted a larger

university experience and I wanted to attend a co-ed school, so ECU was a good, logical, convenient choice.”

During the 1960s colleges and universities were hotbeds for freedom of expression, protests, rallies, questioning authority, and challenging governmental ethics. “It was the most tumultuous time, I think, in modern American history. During the four years that I was in college, Bobby Kennedy was assassinated, Martin Luther King, Jr. was assassinated, the My Lai Massacre occurred, protesters were beaten by Chicago police outside of the Democratic National Convention, and members of the National Guard gunned down students at Kent State. [At East Carolina] we were well aware of and involved in the events of the day around race, politics, and war, but it was also a very sheltering place, and that’s still how I think of college. In some ways you are so self-absorbed in your college world, whether it’s the academic or the social world, even if you know you’re somewhat affected by

world events. At least back then, I didn’t feel like I was right in the middle of it, and in some ways that was a good thing. I look back now and I think that my views about the importance of opportunities for people, the anger and frustration of people who historically have been left out, those who were considered “the other”—my view of injustice, I really think a lot of that was formed at East Carolina—because of the times, because it was a place that gave opportunities to people... I feel that a lot of the values I have as a citizen today were formed there.” These values would later become an integral part of her career and guide her integrity in the newsroom.

When Rowe first started college she was a typical female student of the late ’60s—she wasn’t necessarily in college to pursue a career, she wanted an education and knew that after school she would find employment. Although her father was editor of a Virginia newspaper, Rowe wasn’t sure she would follow that same path. But as





## re '70: -winning editor by trade

an English major with a minor in political science, working for the student newspaper, the *Fountainhead*, and then the yearbook, the *Buccaneer*, were obvious choices. “I was pretty shy when I was a college student. Then I got involved in a sorority, Chi Omega, and started working for the student newspaper and the yearbook,” where she ultimately found her “voice” through reporting and crafting stories. East Carolina is also where Rowe discovered that she had an interest in areas of leadership, and more importantly that she was good at it and had something to contribute. She assumed many leadership roles in Chi Omega and in student government, and served as an editor of the *Buccaneer* both her junior and senior years.

After graduation Rowe found herself back in Virginia, working with her father on a political campaign for U.S. Senator Harry F. Byrd, Jr., still not sure where her life would take her. “I didn’t really expect to get into the newspaper business. I think like a lot of women of that generation, I

probably half expected to marry the nice doctor or lawyer and live in a house with a white picket fence and raise children.” She did marry the wonderful lawyer Gerard Rowe whom she met while working on the political campaign. It was actually because of her husband’s location in Norfolk that Rowe began working in newspapers, first for *The Ledger-Star*, where she quickly moved up the ranks as a reporter, city editor, feature editor, and assistant managing editor. “It was a marvelous place to work and they gave me extraordinary opportunities. Every couple of years, almost before I could get tired of one job they would offer me another job... evidently someone there believed in me. Well, ‘several someones’ believed in me and kept giving me opportunities, which was fairly unusual then for a young woman. At that time women wrote for the life features of the newspaper, things like childcare and health care. We were writing about life—the intersection of politics and economics in a way that mattered to readers. I remember one of my most thrilling stories was when

Gloria Steinem and Ann Richards were on a bus tour promoting the Equal Rights Amendment in Virginia and I spent some time traveling with them. We were covering issues that would be front page news today.”

At age 31, Rowe became managing editor of *The Ledger-Star* as well as *The Virginian-Pilot*, two large daily papers in Norfolk. She was one of four or five women in the country to be editor of such significant papers at the time. “That was really a function of being at a place that wanted leadership and was willing to take a chance on a young woman who worked hard.” Rowe had a demanding, fast-paced job as well as the responsibilities of home, husband, and raising two daughters, challenges she says are the same that women face today. Thanks to the love and support of her family and her hard work in the office, Rowe continued to climb the ladder of success. Her final role at *The Virginian-Pilot* and *The Ledger-Star* was as executive editor and a vice-president for ten years. Under Rowe’s leadership *The Virginian-Pilot* was awarded a Pulitzer Prize for General News Reporting in 1985, the newspaper’s first Pulitzer in 25 years.

After 23 years at the Virginia papers Rowe took a chance on change and relocated to Portland. “No one ever believed I would go; I never believed I would go. I had certainly never looked for another job. In fact, when people would ask me if I was interested in another job I would say ‘no.’ My husband had a great career in Norfolk, our children were born in Norfolk, and we had been there since we were married. When *The Oregonian* started recruiting me I told them they were probably wasting their time because the east coast was home to me. They asked if I had ever been to Portland. I said ‘no’ and they said, ‘You don’t have to commit to being a candidate, just come out to Portland and let us talk to you.’ So I visited and I learned more about *The Oregonian*, and Portland, and realized that it was an opportunity that was way too good to give up.”

Rowe said goodbye to the east coast and headed west for new adventures. Although *The Oregonian* was already a well-established, good daily newspaper, there was room for improvement. Fortunately, Rowe inherited talented staff members who were open to change and willing to grow the paper with



Rowe's ideas and insight. "Our goal then, as it is now our goal, is to be the best regional paper in the country—and we've made a lot of progress, qualitatively, toward that." "Success" may be a more appropriate word to describe *The Oregonian* since Rowe took the helm in 1993. "We've had five Pulitzer's in the time I've been here, and 15 finalists," a coup for Rowe and her executive editor, Peter Bhatia, since the paper had received only two Pulitzers in 76 years previously. "A lot of what I do is setting the direction of the paper, but the credit [for the Pulitzers] really goes to the reporters and the line editors who directed the projects." Always humble, Rowe takes credit only for helping create the type of journalistic environment in which "people can soar."

In 2007 Pulitzer recognized *The Oregonian* with a prize for Breaking News for their story on the Kim family of San Francisco who went missing in southern Oregon during a Thanksgiving trip in 2006. The family's plight received national attention after the father James Kim was found dead, having left his wife and two daughters to get help. *The Oregonian* dug deeper into the story and uncovered how mistakes in the rescue mission had been made. Stories like this are the kind of journalism *The Oregonian* has become known for. Rowe calls the news process "the daily miracle." "You're taking different raw materials everyday. You don't know what news you're going to have or what enterprise you're going to be able to dig up. You don't know how much space you're going to have. You go through hundreds of



Rowe and Executive Editor Peter Bhatia discuss the day's news with a staff member.

creative decisions with all of these people writing and reporting, and editing, and photographing. Then it's a complicated manufacturing process, production process, both in the newsroom and on the press. You give it to hundreds of people and they hand deliver it to 300,000 people everyday—it's just mind-boggling. It is by definition a collaborative process."

Rowe's commitment to journalism extends beyond the three papers where she has worked. She has served as president and board member of the American Society of Newspaper Editors, as chairman and board member of The Pulitzer Prizes, chairman of the Journalism Advisory Board of The Knight Foundation, board member of World Affairs Council, board member of the Committee to Protect Journalists, and on the National Advisory Board of YMCA. The National Press Foundation honored her with its editor of the year in 2003. *Editor & Publisher* named her and Bhatia Editors of the Year in February 2008. Rowe has also volunteered her time and talent to educational institutions, at Northwestern University, Stanford University, Harvard University, The Aspen Institute, The Poynter Institute for Media Studies, the University of Maryland at College Park, Norfolk State University, and James Madison University. In 1993 Rowe delivered the commencement address to graduates at East Carolina University. In this address she stated, "Passion—for work, for excellence, for creativity—is still the fuel that drives me...I have finally realized the true

benefits of what I learned at ECU: Passion matters; bet on the believers. Things are not always what they seem; look beneath the surface. And accept and welcome change; the risk is worth taking." Poignant words which Rowe lives by, even today.

As leader of a 400-person organization, Rowe takes risks and faces challenges each day. "I think the biggest challenge when you spend your career being responsible for the quality of a whole organization is, are you good enough? Are you helping people be their best? And are you performing something that's important for the public and for your community?"

Rowe says "an editor's challenge is to live up to the real responsibility of journalism and of a newspaper in a local community, to be essential to good government and citizenship, to report fully and question fairly." This mission is part of *The Oregonian* and the stories Rowe and her senior editors choose to cover. "Sometimes a local newspaper is in the business of shining a light where people don't want to see. It's challenging, but it often is what serves the public best."

Rowe takes much pride in East Carolina for opening her eyes to the needs of the underrepresented, the views of the people who are left out, and the importance of telling their stories. In truth, East Carolina taught Rowe how to serve others, to serve the greater good. How fitting for a Pirate who serves her community every day.



2007 Pulitzer Prize-winning front cover of *The Oregonian* for Breaking News of the missing Kim family.

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## ARTS & SCIENCES

### 10,000-year-old artifacts unearthed in archeological dig

East Carolina University doctoral student Christopher Moore spends much of his time playing in the dirt, literally. In March, Moore continued his dissertation work on an archeological dig off N.C. 33, near the Tar River.

In 2007, Moore began digging at the site, under the mentorship of Dr. Randy Daniel, anthropology professor in the Thomas Harriot College of Arts and Sciences.

"We are actually working on a series of sites in Edgecombe and Pitt Counties that are located on sand ridges," said Daniel. "The sand ridges are what we call 'relic sand dunes,' which indicate a series of occupations of the

Moore discovered the artifacts uncovered in the test pit were quite unusual. "We found the base of a Kirk corner-notched point, which dates to more than 10,000 years old," said Moore. "We found six spear points within one test unit, which is really rare. Five were Guilford points and one was a Kirk-stemmed point."

The spear points have been radiocarbon dated to be approximately 9,000-10,000 years old.

Marvin and Betsy Squires, owners of the property on which the dig occurred, also were enthusiastic about the finds. "It is just unbelievable," said Betsy. "The land has been in the family for more than 100 years, but we had no idea there were any archaeological artifacts on it. This is very exciting."



Nolen Caudell, Chris Moore (in the hole), N.J. Mullens and Paulette McFadden at the excavation site.

peoples who lived in the area through the years, something like a layer-cake effect. We are looking at the time they were here; how long ago, what the artifacts look like, and the adaptations they had to make to live around the Tar River."

Everything is carefully documented throughout a dig. During the dig in March, large shards of pottery were located close to the surface. As the dig progressed, spear points, cobbles used to shape the spears, and rock chips and flakes were found.



Dr. Luczkovich retrieving a digital data logger called the FABULS, which he and Dr. Sprague had built through the physics' department machine and electronic shop.

To study fish sounds, researchers use passive acoustic techniques. These methods include the use of low frequency hydrophones, digital recorders, autonomous recording sonobuoys and data loggers, and allow researchers to study the fish in a noninvasive manner.

In an article written for *Transactions of the American Fisheries Society* entitled, "Identifying Sciaenid Critical Spawning Habitats by the Use of Passive Acoustics," co-authors Luczkovich and Sprague examine the spawning habits of fish in Pamlico Sound, NC.

"Sounds produced by spawning fishes in Pamlico Sound, NC, have been recorded, both under captive conditions and in hydrophone and sonobuoy field surveys. These sounds, produced by males, are species-specific, are associated with spawning, and are most likely used for advertisement to attract females," Luczkovich and Sprague write.

They report that weakfish and silver perch were heard predominantly at inlet locations, whereas spotted sea trout and red drum were heard predominantly at lower-salinity river mouth locations in western Pamlico Sound.

"Such surveys have revealed interesting insights into fish behavior and should be integrated into ocean observing systems," Luczkovich and Sprague conclude.

### ECU professors study sound-producing fish

On Tuesday, April 8, the *New York Times* reported a story, which begins by examining a species of fish that were disturbing local residents in a town in Florida in early 2005. The disturbances were coming from low frequency sounds the fish emitted during spawning season.

Two ECU professors in the Thomas Harriot College of Arts and Sciences who are studying soniferous fish, or sound producing fish, as well as a number of other researchers, were contacted by the *Times* science reporter, Nonny De La Pena.

According to Joseph Luczkovich, associate professor of biology, and Mark Sprague, an acoustician in the physics department, over 700 fish species naturally produce low frequency, species-specific sounds.

Luczkovich, Sprague, and graduate students in their classes have been studying some of these sound-producing fish.



## HEALTH & HUMAN PERFORMANCE

### Carol G. Belk Building reopened after \$9 million renovation

Included in the celebration of the 101st anniversary of East Carolina University's founding was the Reopening of the Carol G. Belk Building on Charles Boulevard. The \$9 million project began in 2006 and provides more than 50,000 square feet of improved space for two departments in the College of Health and Human Performance: Health Education and Promotion, and Recreation and Leisure Studies. These costs include \$1.5 million for asbestos abatement, which was completed before the rebuilding began.

The event included a ribbon cutting ceremony and tours of the transformed building. Among those in attendance were North Carolina State Representatives Marion McLawhorn and Edith Warren. Chancellor Steve Ballard commented, "The College of Health and Human Performance is really the epitome of a college that is

doing all that can be done and all that should be done to move a university forward."

With the exception of the exterior walls, the building is brand new and includes specifically designed research laboratories, teaching labs, and three auditoriums. All auditorium and teaching spaces are equipped



*John '59 and Harriet Hudson '59 in front of the eatery that bears their name.*

with smart classroom technology including video conferencing capabilities in the 95-seat auditorium. Hudson's, named in honor of John and Harriet Hudson, is located on the first floor and offers ready to eat sandwiches, salads, beverages, and Starbucks coffee.

### College of Health and Human Performance holds Centennial Leadership Forum and Dinner

College of Health and Human Performance Centennial Leaders gathered in Hendrix Theatre of Mendenhall Student Center on February 22, 2008 in recognition of significant contributions to their disciplines, as well as the college. To commemorate the special occasion, a purple and gold medallion was presented to each leader.

Following the recognition ceremony, a panel of four HHP alumni discussed leadership skills and offered advice in acquiring needed leadership skills for the future. Dr. Richard Eakin, chancellor emeritus, served as moderator and the panel featured:

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- Ms. Jo Morgan, health education director, Pitt County Health Department.



HHP Centennial Leadership Forum guests.

Several collaborative discussion sessions between the centennial leaders, present faculty, and our students culminated the afternoon events. Topics in these sessions included how technology affects changes in leadership roles, the relationship between corporate social responsibility and leadership, and the challenges of leadership.

Nearly 300 alumni, friends, staff, and students joined Chancellor Ballard, Interim Provost Sheerer, Dean Gilbert, and Vice Chancellors Dowdy, Horns, Mageean, and Seitz for a memorable dinner at the Hilton. The evening included a performance by Dr. Perry Smith, tenor, ECU School of Music.

The generous co-sponsors of this event were BB&T Center for Leadership Development, Industrial & Construction Enterprises, Inc., and University Book Exchange (UBE).

## JOYNER LIBRARY

### Down home with Tar Heel artists

Meeting with and learning from writers serves as inspiration for the creative spirit. For four years, Joyner Library's Eastern North Carolina Literary Homecoming has been nourishing and revitalizing this spirit. This unique event will bring

highly acclaimed writers to campus for a two-day event on Friday, September 26 and Saturday, September 27, 2008. The Homecoming features panel discussions, workshop presentations, and music, providing opportunities for guests to both hear from authors and sit down for informal discussions. As a recent participant described it, the Homecoming "has served as a muse to me. My writing has been reborn, and I'm excited to begin again." This sentiment highlights the importance of a space where artists and community members can interact and share ideas.

This year, ten award-winning writers rooted in the history, literature, and culture of eastern North Carolina will share their experiences with attendees of the fifth Eastern North Carolina Literary Homecoming. Authors include Clyde Edgerton, University of North Carolina at Wilmington professor, author, musician, and humorist; Margaret Maron, mystery writer and winner of all four major mystery awards for her book, *Bootlegger's Daughter*; Bland Simpson, professor of English at the University of North Carolina at Chapel Hill and member of the band the Red Clay Ramblers; Shelia P. Moses, Coretta Scott King, honor winner for her novel, *The Legend of Buddy Bush*; and Doris Betts, UNC Chapel Hill alumni distinguished professor of English and nationally-renowned author.

This year's event makes use of colloquiums, providing a more personal interaction between audience members and artists. Workshops include: Playing with the Facts: Expressing the Message through Genre Choice, led by author/playwright Jim Grimsley and fiction and nonfiction writer Randall Kenan; To Make Revolution Irresistible: Writing, Poetry, and Social Issues, featuring Minnie Bruce Pratt and will be of particular interest to poets incorporating social issues into their work; and A Red Clay Rambler has "Lunch at the Piccadilly" in which writer/musicians Clyde Edgerton and

Bland Simpson will discuss how they move their messages into song.

Three panel discussions will also be held Saturday at Joyner Library. Children's author Eloise Greenfield and young-adult writer Shelia P. Moses will lead Inspiring Social Awareness for Younger Readers, a panel about tackling social issues in children's and young-adult literature. Meanwhile, author/poet Minnie Bruce Pratt and novelist/dramatist Jim Grimsley will collaborate for a panel discussion entitled Locating Self: Exploring Social Issues through Poetry, Fiction, and Drama. Additionally, mystery writers Wanda Canada and Margaret Maron will explore social issues impacting eastern North Carolina through their novels in the panel, Whodunit? Environmental Concerns in Mystery Novels.

On Friday night, Doris Betts will be presented with the Roberts Award for Literary Inspiration. The presentation will feature readings of her work and tributes to Betts by her former student and award-winning writer, Randall Kenan. Additionally, Betts' former colleague, Bland Simpson, will entertain all in attendance with readings and a musical tribute to the work of this year's Award Recipient. A dessert reception will follow.

Saturday afternoon will feature an author luncheon with readings by Margaret Maron. This year's event will culminate Saturday evening with a keynote address delivered by Clyde Edgerton. The Literary Homecoming



Clyde Edgerton

will take place at Joyner Library on ECU's campus. Most event sessions are free and open to the public, although some will require advanced registration.

The event is sponsored by generous donations from the following ECU groups, divisions, and departments: the Division of Academic Affairs and the Office of the Provost; the Division of Research and

Graduate Studies; the Thomas Harriot College of Arts and Sciences; J. Y. Joyner Library; the Department of English; the Rives Chair of Southern Literature, and the North Carolina Literary Review. Off-campus sponsorship is made possible by the Friends of Joyner Library, the Sheppard Memorial Library, and the Friends of Sheppard Memorial Library. Additional sponsorship is made possible by generous monetary donations and food contributions from several local businesses. For more information, please visit the Literary Homecoming online at [www.ecu.edu/lithomecoming](http://www.ecu.edu/lithomecoming), call 252-328-1068, or e-mail [lithomecoming@ecu.edu](mailto:lithomecoming@ecu.edu).

## NURSING

### College of Nursing announces first endowed distinguished professorship

East Carolina University's College of Nursing announced its first endowed distinguished professorship named in honor of university Chancellor Emeritus Richard R. Eakin.



*Dr. Richard Eakin holds a miniature replica "thinking man's chair" by artist/designer Jasper Morrison '88 given to Eakin to commemorate the first College of Nursing endowed professorship named in his honor.*

ECU Chancellor Steve Ballard also announced that the ECU Board of Trustees voted to recognize Dr. Eakin with chancellor emeritus status.

"There is none more deserving," Dr. Ballard said. Eakin served as ECU chancellor from 1987 to 2001. During that time, the university grew

by 5,000 students, achieved doctoral status

and saw the passage of a bond referendum responsible for the construction of the new Health Sciences Building, home to the College of Nursing.

The \$1 million endowment in the ECU College of Nursing is made possible by a \$667,000 challenge grant from the C.D. Spangler Foundation Inc. and \$333,000 in state matching funds from the Distinguished Professors Endowment Trust Fund, created by the N.C. General Assembly in 1985.

The Spangler Foundation committed \$6.9 million to fund an endowed distinguished professorship at each of the 16 University of North Carolina institutions in 2007.

Endowed professorships range from \$500,000 to \$1 million. Eligible disciplines include high-need fields of education, engineering, nursing, and the traditional arts and sciences. The Spangler Foundation named the professorships.

Ballard thanked the Spangler Foundation and lauded the College of Nursing, its leadership and distance education programs, and its role in providing new nurse graduates to North Carolina's workforce.

Dr. Phyllis Horns, former dean of the College of Nursing who now serves as interim vice chancellor for health sciences and interim dean of the Brody School of Medicine, said Eakin hired her as dean of nursing and she has always appreciated his support.

"Dick was instrumental in getting the Ph.D. program in nursing. He was also chancellor when we got the nurse midwifery program, which is the only one in the state," Horns said. "Eakin was instrumental in the expansion of the Rivers Building, which helped alleviate overcrowding in nursing's former location, and in the development of the Health Sciences Building," she said.

"His chancellorship has meant a lot to this university and the College of Nursing," Horns said. "What we do with this professorship will reflect the high standards [Eakin] set."

The Richard R. Eakin Distinguished Professorship will support the recruitment of a nurse scientist who has a history of funded research in an area that addresses the health needs of eastern North Carolinians.

Dr. Sylvia Brown, acting dean of the College of Nursing, thanked the Spangler Foundation and noted that the college has worked many years to develop an endowed professorship.

"We hope to attract an outstanding scholar and researcher," Brown said. "Ultimately, the students will reap the benefits of this generous gift."

Brown said Eakin has agreed to serve on the board of the Center for Nursing Leadership in addressing workforce nursing issues in eastern North Carolina. She presented Eakin with a miniature "thinking man's chair" in recognition of the professorship and for his excellence in leadership and higher education.

Eakin thanked everyone, especially the generosity of Spangler, who hired Eakin as chancellor. He said he was honored to have the professorship named for him.

"I'm particularly thrilled it is given to the College of Nursing," Eakin said. "It's a college entirely worthy of this great honor."

Beginning in 2008, the Spangler Foundation will invest up to \$20 million over five years to help each campus qualify for one additional endowed chair each year, potentially adding 80 professorships system-wide. The plan is contingent on the N.C. General Assembly providing state matching funds annually through the Distinguished Professors Endowment Trust Fund. Started to encourage the creation of endowed chairs, the trust has provided matching funds for more than 300 professorships in the UNC system. Previously, Spangler and his family foundation have made donations to endow or complete 37 distinguished professorships across the system. A successful Charlotte businessman and advocate for public education at all levels, C.D. Spangler Jr. served as UNC President from 1986 to 1997.



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Membership in the East Carolina Alumni Association is not just for graduates of the university. Anyone with an affinity to ECU is welcome to be a part of our organization and show their Pirate Pride. Doug '88 and Kim Morgan chose a joint life membership, which gives Doug an opportunity to share his passion for ECU with his wife.

*"Kim and I chose membership in the Alumni Association because it makes us feel like we are an active part of East Carolina University. Kim loves ECU as much as I do, although she is not a graduate. Membership keeps me in touch with my college days, friends, and memories. It is important because it gives me the opportunity to give back to ECU. The university helped prepare me for life in the real world and prepared me for a career. Our membership in the Alumni Association means that I will forever be a Pirate, no matter how far from Greenville life takes me!"*

The Morgans believe so much in the value of membership in the Alumni Association that they have given the gift of membership to five graduating criminal justice majors. Find out how you can become a member of the Alumni Association or how to give a gift of membership by visiting us online at [PirateAlumni.com/jointoday](http://PirateAlumni.com/jointoday) or by calling us at 800-ECU-GRAD.



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